



## Evaluation Report of CSR Efforts for CCV Events - Starting a new chapter to measure impact!



### Authors

- Marlene Lindauer: +43 680 4020211
- Jonathan Leidel (Head of CSR): +49 152 51048361

CEMS Club Vienna

CSR / Sustainability Team

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## INTRODUCTION

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The CSR checklist was a new project idea developed throughout the Fall Semester of 2021/22. It includes the development of a CSR checklist for most kinds of CEMS Club Vienna (CCV) events with a test run being already completed and evaluated in this report. The idea behind this initiative was to measure and captivate the impact the CCV had. This checklist should portray the opportunity to improve and rethink the planning and facilitation of events to include more sustainable aspects. As this checklist was the first version, which is planned on being developed further in the semesters to come, this first draft focused on recording the status quo. The further goal is to present (semi-)annual quantitative numbers, like tons of CO<sub>2</sub> emitted, but for the start the easier-to-measure data was of qualitative nature. Another feature included in the checklist, giving it a gamified incentive as well, is the distribution of points for each fulfilled sustainable option when planning an event. This should provide the organizing people with additional motivation to get the event to a “gold” category. Additionally, the event that collected the most points would get a prize. The evaluation of the points and the announcement of the winners can be found at the end of this report.

The checklist (see Annex 1) includes 25 answers by the event planners of each CCV team, with each answer representing an event planned and hosted by the CCV. As it can be seen, the number of answers by team varies, given the differing number of total events organized by each team and a varying applicability of the checklist to the event type. The total number of instances recorded in the checklist by each CCV team were as follows:

- Social: 6
- Culture: 5
- Sport: 4
- Corporate: 3
- CSR: 3
- External: 2
- Marketing: 1
- Tech: 1
- TOTAL: 25

The events which the collected data is referring to, were:

Which team is (primarily) in charge of the event?	What is the event's name?	Total Event Score
Corporate	CCV Rotation Brunch 2021	23
Corporate	Sustainability Case Cracking Workshop with BCG	11
Corporate	Rotation Dinner - Consulting Edition	5
CSR	Sustainable Dinner Challenge	23
CSR	Dialogue in the Dark	20
CSR	Shades Tour	10
Culture	International Picnic	35
Culture	Wine Tasting	21
Culture	Treasure Hunt	17
Culture	Salzburg trip	9
Culture	What's on in Vienna Instagram series	0
External	Female Founders Event	17
External	CCV x CEMS Club Budapest	3
Marketing	CCV Board Team Bonding dumplings	29
Social	Welcome Week — Pub Quiz Night	8
Social	Welcome Weekend — Tiergarten Visit	5
Social	Welcome Weekend — Opening Event	2
Social	Welcome Week — Bowling	1
Social	Welcome Week — Closing Event	1
Social	Spooky Cocktails	1
Sport	Thirsty Games	21
Sport	Wine Hike	3
Sport	Welcome Week Yoga Class	1
Sport	Welcome Week Running Cocktails	1
Tech	LaserTECH	1

*Note: (Fully) online events with no other activity than computer usage were not recorded.*

## SEMESTER RESULTS

### 1. Events with greatest sustainability effort



### 2. Teams with greatest sustainability effort

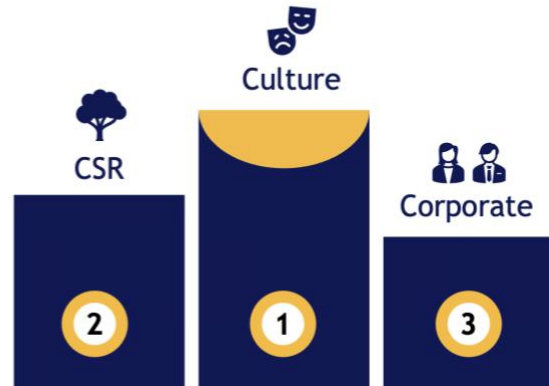


Figure 1: Leaderboard – Sustainability efforts

Source: Based on internal qualitative and quantitative evaluation.

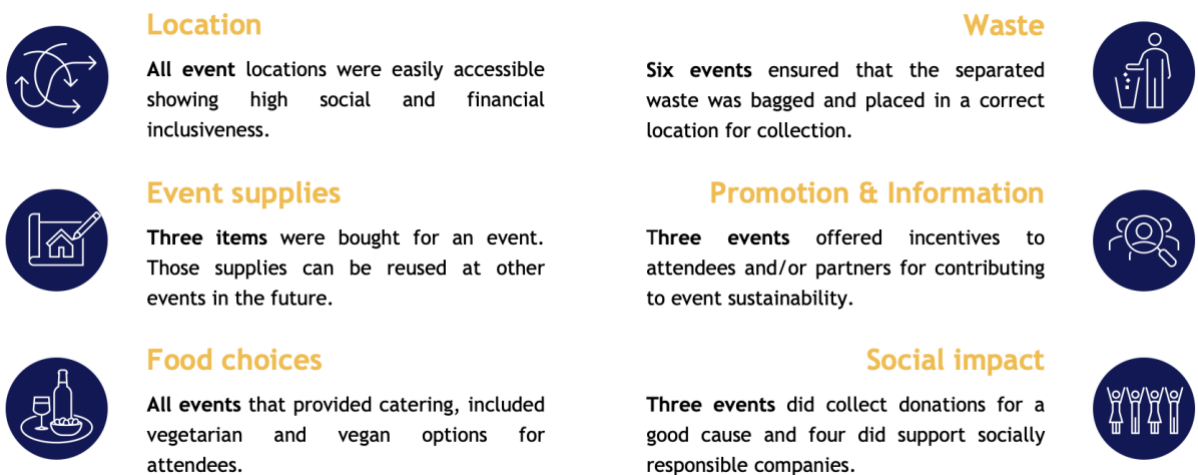


Figure 2: Evaluation results

Source: CSR checklist result fall 2021/22.

## METHODOLOGY AND RECOMMENDATIONS

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### Evaluation Criteria



Figure 3: Evaluation criteria

The teams that filled out the questionnaire were mostly groups consisting of at least two people belonging to the relevant CCV team (e.g., sports). Thus, there were 25 events and 25 planning teams. The evaluation criteria consisted of 6 categories:

#### Location

As first topic in the checklist, Location entails the mode of transportation and the eco-friendliness which are important to the CEMS Clubs overall inclusiveness (social and financial) and environmental sustainability. As the reachability by foot or any other alternative transportation was not applicable to one event, all the remaining 24 events were easily accessible by public transportation. Since the pandemic also influenced the planning of events this semester, the number of events that were held online might have been higher than average. Five teams even organized carpooling, while no event did compensate their CO<sub>2</sub> emissions for transportation. The main reason was, that most events are held in Vienna and do not need long travel distances.

#### Event Supplies

Event supplies are a top necessary category in every event planning checklist. In this category four teams stated that they borrowed or rented items needed for the event to avoid buying

new ones. Three planning teams bought items that can be reused every year at other events. For future checklists it would be useful to ask for specification to keep track of the purchases and make a list of accessible items. Moreover, three planning teams looked for event giveaways that would avoid waste, like experiences, vouchers or consumable items. The giveaway options chosen were not recorded this year but would have made an interesting idea pool of choices for future planning teams.

### **Food Choices**

This option might not be applicable to all events but can cause a big impact on the environmental footprint. Therefore, it was just as important to include it in the checklist to ensure a welcoming, ecological, and fair atmosphere. 16 organizing teams offered vegan or vegetarian options, while the other nine events did not include any food. This means that in all cases of events providing catering, vegetarian or vegan options were available. In the following years a distinction between the eating preferences of vegan and vegetarian could prove useful, also including the category of gluten free as well. An interesting result is that trying to hold a meat-free event did not work out for eight teams. It did work out for only six events; the rest of the events (eleven) did choose the answer of non-applicable. Serving fruits and vegetables that were in season was possible for seven teams. The same number of events did also use reusable or compostable tableware, by offering finger food which did not require any tableware. Finally, no team delivered extra food to a local food bank, which might be due to covid regulations, but very certainly is a point for improvement.

### **Waste**

One of the initial topics initiating the checklist was waste. Very close to the practical application was the question of whether enough trash bags were provided, which three teams did not manage to do. Half of the teams that were applicable to that question did accomplish to reduce the number of handed out single-use items (napkins, (paper)plates, etc.). The same separation was noticeable at the creation of a waste separation solution. More teams, namely six, ensured that the separated waste was bagged and placed in the correct location for collection. As a recommendation, the next CSR teams could establish a standardized guideline for waste management to be used at all events.

### **Promotion & Information**

Given that governance is regarded today as one of the pillars of sustainability, this checklist included questions about social responsibility and good governance within teams. Amazingly, seven teams established a Chief Sustainability Officer (CSO) in charge of supervising the waste management of the relevant event and ensuring that information about the event's sustainability was provided to participants and partners. Three events offered incentives in the form of donating money, raising awareness of environmental issues, and encouraging sustainable cooking. Sadly, only three events promoted their sustainability efforts at their event. As a recommendation for the following years, a field with specification could be provided for the CSO, who is then also in charge of filling out the checklist can list the actual information shared to participants/partners and the channel used to do so. Moreover, sustainable efforts should be encouraged through social media, as this should be applicable to nearly all events and could be easily done. A sentence in the LinkedIn/Instagram post of the event should suffice.

### **Social Impact**

The topic area of social impact was created to incentivize the inclusion of social sustainable actions into CEMS events. Examples of such actions were to donate money, partner with an NGO, include an awareness-raising component on sustainability to the event or support socially responsible companies. Two events partnered with an NGO. For an updated version of the checklist, there should be a field added where the name of the NGO could be specified to gather ideas and form a pool of NGOs to choose making it easier for event planners to include a socially sustainable aspect in their CEMS event. Seven teams included an awareness-raising component, which should also be specified in future versions. Very positive is that three events collected donations for a good cause and four supported socially responsible companies. Similarly, we recognize that adding a field specifying whether the "Yes" option was chosen would have been beneficial and insightful. Moreover, the "Not applicable" option could have been removed for that section as social impact is important and possible at every event.

### **Qualitative Analysis**

When evaluating the effort measured through the qualitative questionnaire sent to all CCV teams, up to three points can be awarded by each of the four questions (accounting to 12

points in total). If no CSR effort or idea is provided, a score of 0 can be given for that question. In order to make the scoring as objective as possible, two reviewers evaluate the responses and the average score of the two evaluations will be multiplied by 5 to make the score comparable to the CSR checklist, which offers 60 available points. Something to improve for next semester is the rating, which will range from 1 to 3. Moreover, each scoring decision needs to be accompanied with a comment column explaining the reasoning behind the given score to provide more transparency. This term's rating holds a major limitation as the "non applicable" option in the CSR checklist prevents teams from achieving the points. For instance, if there is no catering at the event, the team cannot earn the points awarded for several checklist activities related to food choices and waste leading to a generally lower number of points achievable overall. This limitation leads to a higher score in the qualitative analysis. For major transparency and objectivity, such limitation should be addressed in future semesters.

### **Ideas for Improvement**

One downside was that the checklist was not completely transparent with the "Yes/No/Not applicable" options and when to use which option. If there was no food at the event, the whole "food choices" section should be left out. Especially in the waste section the "not applicable to this event" choices did not add up when being compared to each other. Furthermore, the "not applicable" option should be deleted from the social impact section as every event is able to perform at least one of the tasks mentioned in the CSR section. Moreover, the non-applicable option did add another dimension to the point-based system: if an event does not need a location, the organizers miss out on 4 possible points. Therefore, future checklist evaluations should not only count the points on its own but also measure the points achieved in relation to the points achievable (i.e., minus the points lost through "Not applicable").

Moreover, asking for the number of event participants is important to calculate the social impact considering the reach of the event. Another question concerning social sustainability might be the factor of price charged for the event as then the CSR team could calculate the costs for each CEMS student to participate in social and corporate events.

Additionally, a checklist needs to be developed for CCV teams that do not mainly organize events in order to incentivize all CCV teams to perform more sustainably. One first attempt to



do so was the qualitative analysis sent out to all teams (see Annex 2). Moreover, the checklist could be applied to Team Bonding events as well.

A further point of crucial improvement would be a guideline providing a pool of ideas and tips to make the event more sustainable. This guide needs to include a clear definition of a CSO (Chief Sustainability Officer) and its tasks, and easy sustainability wins.

## Points Calculation and Winners

The inspiration for this gamification aspect was the "Sustainable Event Checklist" of the NC state University which can be found online (<https://sustainability.ncsu.edu/get-involved/green-certification/green-events/>). The future aspiration of the CSR team which developed the CSR checklist was to devote more CCV funds to teams who were performing excellent at the CSR checklist demonstrating their ability to use their resources responsibly. The CSR checklist also asked for the most favored reward and concluded that a tree planted in one's name was the most favored option.

The 25 questions were summarized to a total of 60 points, with more work requiring tasks being rewarded with more points (3). When selecting "Not applicable", no points were given, since points were only accounted to the event when relevant tasks were fulfilled. Moreover, as social impact actions should be especially encouraged, they were awarded by 3 points, which are also reasoned by their workload while organizing. The range of points went from 1 to 35.

## WINNERS

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The winning team was the CCV Culture Team organizing the International Picnic at the Vienna Prater park. The team chose to plant a tree in their name. This can be described as the most sustainable event, as it pictured the traditional event applying to most categories. Congratulations to the organizers of this event!

Taking the limitation of the qualitative analysis into consideration, the responses were still evaluated according to the process described in the chapter above with the following results:

The CCV Alumni and Culture teams both achieved 40 points by showing strong efforts and sustainable considerations and offered practical and team-based ideas for future improvement. We are happy to see that many teams already had CSR efforts and considerations implemented before this analysis and are looking forward to seeing many more in the following terms. Moreover, the evaluation showed several ideas on how to make sustainability efforts by the CCV teams more attractive (e.g., through funding).

We hope the gamification of this process and the improvements explained in this report will encourage future CSR teams to continue the application of this Checklist. Further, similar approaches could be undertaken by other student clubs and similar organization within universities and companies.

## ANNEXES

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### Annex 1: CSR Checklist First Version (Fall Semester 2021/22)

*Link to Google Form: <https://forms.gle/Ng4NHQToCek1kzAo6>*

Team Name:

Event Name:

Location (4):

- Hold event in a location that is easily accessible by alternative transportation (e.g., foot, bike or public transport) (1)
- Encourage alternative transportation by organizing carpooling (3)

Event Supplies (11):

- Borrow items to avoid the need to rent or buy (2)
- Buy items that can be reused every year or at other events (3)
- For event giveaways, choose to give away experiences, vouchers or consumable items or provide choices for non-consumable items to avoid waste (3)
- Choose sustainable (organic, recycled and/or local) options for event supplies or giveaways (e.g., sustainable clothing, plastic free pens, ...) (3)

Food Choices (17):

- Provide vegetarian or vegan options (1)
- Serve fruits and vegetables that are in season (2)
- Provide compostable or reusable tableware for the event (2)
- Provide finger food options that does not require tableware (3)
- Donate any extra food to a local food bank or soup kitchen (3)
- Purchase Fair Trade items (3)
- Provide only vegetarian options (meat-free event) (3)

Waste (9):

- Provide enough trash bags (1)
- Reduce the number of handed out items that are not reusable (napkins, (compostable) tableware, (paper) plates, etc.) to one per person (2)
- Create a waste separation solution for the event (3)
- Ensure waste, recycling and compost are bagged and placed in the correct location for collection (3)

Promotion & information (7):

- Establish a chief event sustainability officer that manages the waste situation and ensures that ensures information about the event sustainability is provided to participants and partners (1)
- Offer incentives to attendees and/or partners for contributing to event sustainability (3) (Tell us what: \_\_\_\_\_)
- Promote the success of your event sustainability efforts (e.g., part of weekly CCV newsletter, message on WhatsApp, Instagram post, etc.)(3)

Social impact (12):

- Partner with NGOs or social/environmental non-profit organizations (3)
- Include an informative/awareness-raising component about sustainability into the event (3)
- Collect donations for a good cause (3)
- Support socially responsible companies when making purchases (e.g., Sonnentor) (3)

Special CSR activity at event. Tell us what: \_\_\_\_\_ (Points awarded individually)

Total points: 60

- Bronze: 10-30 Points
- Silver: 30-45 Points
- Gold: 45+ Points

Annex 2: Qualitative Analysis of CSR Efforts Taken by Each CCV Team

CEMS Club Vienna

# Qualitative Analysis of CSR Efforts (Fall 2021)



CCV Team: \_\_\_\_\_

Team Head: \_\_\_\_\_



In addition to the **CSR assessment** through the **event checklist**, we want to give all teams (esp. those that don't or infrequently do events) a chance to reflect and report on their **CSR efforts** and **opportunities**.

This document should primarily provide **internal guidance** to the team and indicate the efforts taken to promote sustainability in the events planned or tasks executed by the team. To enable an optimal and individualized way to transport the efforts and ideas, the following questions are answered in a **50-100 words** long answer.

1) Where did the team try to **incorporate sustainable efforts** into their **actions/tasks/events/activities**?

2) Which areas hold **potential** to establish/accommodate **more sustainable actions** of the team?

3) What are **concrete plans** to **improve** the environmental, social and/or governmental **impact** the team currently has (include in hand-over document)?

4) What could help and encourage you to **implement more sustainable practices** in your team?